



AGENDA –Monday, December 19, 2022

7:00 p.m. City Council Meeting

In-Person and Zoom Webinar

Meeting ID: 829 2381 4826

Password: 123456

7:00 p.m. CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order And roll call	Mayor Phillips, Council Member Svendsen, Council Member Phelps, Council Member Murry, Council Member Reddy & Council Member Coleman
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PUBLIC COMMENT

At this time, the Mayor will call for any comments from the public on any subject whether it is on the agenda for any item(s) the public may wish to bring forward and discuss. Preference will be given to those who must travel. **Please limit your comments to three minutes. The City Council does not take any action or make any decisions during public comment.** To request Council action during the Business portion of a Council meeting, contact the City Administrator at least one week in advance of a meeting.

CONSENT AGENDA – TAB A

All matters, which are listed within the consent section of the agenda, have been distributed to each member of the Long Beach City Council for reading and study. Items listed are considered routine by the Council and will be enacted with one motion unless a Council Member specifically requests it to be removed from the Consent Agenda to be considered separately. Staff recommends approval of the following items:

- Minutes, December 5, 2022, Regular Meeting
- Payment Approval List for Warrant Registers – 61264-61293 & 90348-90419 for \$180,798.26

- AB 22-78 – Ordinance 1012 – 2022 Budget Amendment – TAB B
- AB 22-79 – TIB Grant Award OBB N Pioneer to 26th ST NW– TAB C
- AB 22-80 – Ordinance 1013 – Firefighters Compensation – TAB D
- AB 22-81 – Agreement for Digital Marketing – TAB E

DEPARTMENT HEAD ORAL REPORTS CORRESPONDENCE AND WRITTEN REPORTS

- 2023 Budget Message

FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1st and 3rd Monday of each month at 7:00 PM and may be preceded by a workshop.
January 3, 2023, January 17, 2023 & February 6, 2023

ADJOURNMENT

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421 or advise City Administrator at the meeting.

TAB - A

LONG BEACH CITY COUNCIL MEETING

December 5, 2022

7:00 CALL TO ORDER

Mayor Phillips called the meeting to order.

ROLL CALL

David Glasson, City Administrator, called roll with Mayor Phillips, C. Svendsen, C. Phelps, C. Murry, C. Reddy, and C. Coleman in attendance.

PUBLIC COMMENT

No public comments.

CONSENT AGENDA

Minutes, November 21, 2022

Payment Approval List for Warrant Registers – 61240-61263 & 90304-90347 for \$343,495.37

C. Coleman made the motion to approve the Consent Agenda. C. Reddy seconded the motion; 5 Ayes, motion passed.

BUSINESS

AB 22-72 – Ordinance 1009 – 2023 Budget Adoption – PUBLIC HEARING

The Mayor opened the public hearing at 7:02 p.m.

David Glasson, City Administrator, presented the agenda bill. This is the opportunity to receive public comment on the proposed budget.

The Mayor closed the public hearing at 7:03 p.m.

C. Murry made the motion to adopt Ordinance 1009. C. Reddy seconded the motion; 5 Ayes, motion passed.

AB 22-73 – Ordinance 1010 – 2023 Salary Schedule

David Glasson, City Administrator, presented the agenda bill. The salary schedule must be amended annually if the council includes a COLA. This year the ordinance includes a 4% COLA.

C. Reddy made the motion to adopt Ordinance 1010, with the modification of including a 5% COLA. C. Murry seconded the motion; 5 Ayes, motion passed.

AB 22-74 – Ordinance 1011 – 2023 Water, Sewer, and Stormwater Rates

David Glasson, City Administrator, presented the agenda bill. This adopts the rate increases discussed during the budget workshops. Monthly residential rates for Water increase \$1.57; Sewer increases \$3.04, and no increase to Storm Water for a total monthly increase of \$5.02 per month (including utility tax).

C. Coleman made the motion to adopt Ordinance 1011. C. Phelps seconded the motion; 5 Ayes, motion passed.

AB 22-75 – Cartegraph Master Agreement

David Glasson, City Administrator, presented the agenda bill. Cartegraph is a company that specializes in asset management and inventory. This program was implemented in 2022 and requires a service agreement to maintain users and support. This agreement is for three years and locks-in a discounted rate.

C. Murry made the motion to authorize the Mayor to execute the Master Agreement with Cartegraph for professional services. C. Svendsen seconded the motion; 5 Ayes, motion passed.

AB 22-76 – Hearing Examiner Services

David Glasson, City Administrator, presented the agenda bill. The city is in need of a hearing examiner for a permit application that has already been submitted. Those in the profession are difficult to come by and city staff is seeking approval to move forward with Joe Turner, P.C.

C. Svendsen made the motion to authorize city staff to employ Joe Turner P.C. as one of the city's hearing examiners. C. Phelps seconded the motion; 5 Ayes, motion passed.

AB 22-77 – Project Community Connect Road Closure

David Glasson, City Administrator, presented the agenda bill. PCC is requesting that the city authorize the closure of 2nd ST NE between Pacific and Oregon Ave N for their event.

C. Reddy made the motion to authorize the closure of 2nd ST NE for the duration of the PCC event on Jan. 26th, 2023. C. Svendsen seconded the motion; 5 Ayes, motion passed.

DEPARTMENT HEAD ORAL REPORTS

CORRESPONDENCE AND WRITTEN REPORTS

- Lodging Tax Collections
- Sales Tax Collections
- Transportation Benefit District Collection
- Police Chief's Report for November 2022
- PWTF Award Letter

ADJOURNMENT

Mayor Phillips adjourned the meeting at 7:19 p.m.

Mayor

City Clerk



Warrant Register

Check Periods: 2022 - December - First

I, THE UNDERSIGNED DO HEREBY CERTIFY UNDER PENALTY OF PERJURY THAT THE MATERIALS HAVE BEEN FURNISHED, THE SERVICES RENDERED OR THE LABOR PERFORMED AS DESCRIBED HEREIN AND THAT THE CLAIM IS A JUST, DUE AND UNPAID OBLIGATION AGAINST THE CITY OF LONG BEACH, AND THAT I AM AUTHORIZED TO AUTHENTICATE AND CERTIFY TO SAID CLAIM.

Council Member	Council Member	Council Member	Clerk/Treasurer
61264	Bell, Helen S	12/5/2022	\$326.95
61265	Binion, Jacob M	12/5/2022	\$2,038.39
61266	Booi, Kristopher A	12/5/2022	\$2,123.65
61267	Cutting, Griffen G	12/5/2022	\$1,163.10
61268	Goulter, John R	12/5/2022	\$2,489.16
61269	Huff, Timothy M	12/5/2022	\$1,982.09
61270	Kaino, Kris A	12/5/2022	\$1,010.92
61271	Kemmer, Larry L	12/5/2022	\$2,100.87
61272	Luethe, Paul J	12/5/2022	\$2,004.72
61273	McCord, Brendon M	12/5/2022	\$1,159.87
61274	Murry, Del R	12/5/2022	\$265.63
61275	Padgett, Timothy J	12/5/2022	\$1,947.44
61276	Phelps, Larry A	12/5/2022	\$265.63
61277	Quitner, Jonathan H	12/5/2022	\$1,136.84
61278	Reddy, Patrick E	12/5/2022	\$253.73
61279	Svendsen, Sue M	12/5/2022	\$265.63
61280	Wright, Flint R	12/5/2022	\$3,114.84
61281	AFLAC	12/5/2022	\$437.96
61282	Association of WA Cities	12/5/2022	\$32,722.90
61283	Awc - ST & Life	12/5/2022	\$822.71
61284	City of Long Beach - Fica	12/5/2022	\$15,985.10
61285	City of Long Beach - FWH	12/5/2022	\$12,500.36
61286	Council Gift Fund	12/5/2022	\$60.00
61287	Dept of Labor & Industries	12/5/2022	\$1,795.86
61288	Dept of Retirement Systems	12/5/2022	\$15,943.70
61289	Dept of Retirement Systems Def Comp	12/5/2022	\$3,045.30
61290	Employment Security Dept	12/5/2022	\$460.40
61291	Employment Security Dept - Unemployment	12/5/2022	\$209.63
61292	Teamsters Local #58	12/5/2022	\$237.00

Execution Time: 15 second(s)

Printed by CLB1\HelenB on 12/15/2022 4:30:08 PM
Register

61293	WEX Health, Inc.	12/5/2022	\$175.00
90348	Cox, Mallory	12/6/2022	\$200.00
90349	DMCJA	12/9/2022	\$250.00
90350	Washington State Parks	12/9/2022	\$45.00
90351	Campbell, Mat	12/12/2022	\$10.00
90352	Custer, Kimberlee	12/12/2022	\$30.00
90353	Elliott, Scott	12/12/2022	\$40.00
90354	Gaerlan, Andrew	12/12/2022	\$100.00
90355	Gaerlan, James	12/12/2022	\$10.00
90356	Glasson, David	12/12/2022	\$220.00
90357	Glasson, Eliza	12/12/2022	\$20.00
90358	Glasson, Katie	12/12/2022	\$20.00
90359	Holmes, Greg	12/12/2022	\$90.00
90360	Jacobson, Clark	12/12/2022	\$260.00
90361	Jewell, Zach	12/12/2022	\$150.00
90362	Lopez, Daniel	12/12/2022	\$170.00
90363	McNabb, Cahlin	12/12/2022	\$250.00
90364	Mendez, Jose	12/12/2022	\$110.00
90365	Mendez, Moises	12/12/2022	\$120.00
90366	Nagy, Branden	12/12/2022	\$40.00
90367	Noonan, Jennifer	12/12/2022	\$90.00
90368	Oglesby, Julia	12/12/2022	\$190.00
90369	Persell, Whitney	12/12/2022	\$10.00
90370	Phillips, Dakota	12/12/2022	\$20.00
90371	Phillips, John	12/12/2022	\$340.00
90372	Sheaffer, Eli	12/12/2022	\$60.00
90373	Spitz, Katja	12/12/2022	\$30.00
90374	Starks, Tyler	12/12/2022	\$140.00
90375	Williams, David	12/12/2022	\$80.00
90376	Wright, Travis	12/12/2022	\$240.00
90377	Zuern, Donald	12/12/2022	\$30.00
90378	Active Enterprises, Inc.	12/15/2022	\$101.74
90379	Airgas USA LLC	12/15/2022	\$68.66
90380	ALS Group USA, Corp.	12/15/2022	\$100.00
90381	Alco-American Linen Div.	12/15/2022	\$184.57
90382	American Printing & Publishing	12/15/2022	\$3,034.54
90383	American Water Works Association	12/15/2022	\$400.00
90384	Astoria Janitor & Paper Supply	12/15/2022	\$68.88
90385	Bell, Helen	12/15/2022	\$185.33
90386	BMC WELDING	12/15/2022	\$151.62
90387	CRUISE MASTER PRISMS	12/15/2022	\$81.50
90388	Dennis Company Ace (Westlake Hardware, Inc.) WA-133	12/15/2022	\$2,853.49
90389	Diversified Inspections/ITL Inc.	12/15/2022	\$1,842.05
90390	DMT Auto Parts, Inc	12/15/2022	\$1,314.60
90391	Englund Marine Supply	12/15/2022	\$156.28

90392	Eradipest LLC	12/15/2022	\$81.23
90393	Flukinger, Ashley	12/15/2022	\$1,700.00
90394	Ford Electric	12/15/2022	\$1,908.38
90395	Grafix Shoppe	12/15/2022	\$293.34
90396	Gray, Karen	12/15/2022	\$119.97
90397	Hach Company	12/15/2022	\$648.04
90398	Jacoby, Rich	12/15/2022	\$139.92
90399	Long Beach Commercial Security	12/15/2022	\$38.92
90400	Long Beach Merchants	12/15/2022	\$593.53
90401	MANSFIELD ALARM CO, INC	12/15/2022	\$142.96
90402	Measure-Tech, Inc.	12/15/2022	\$982.96
90403	Mike George Paving Inc.	12/15/2022	\$9,261.14
90404	Oman & Son Builders	12/15/2022	\$273.28
90405	Peninsula Sanitation	12/15/2022	\$1,636.55
90406	Peninsula Visitors Bureau	12/15/2022	\$9,166.66
90407	Penoyar, Joel	12/15/2022	\$4,300.00
90408	Sea Western Fire	12/15/2022	\$7,345.04
90409	Sid's Market	12/15/2022	\$114.62
90410	Sterling Codifiers/American Legal Publishing	12/15/2022	\$500.00
90411	Traffic Safety Supply Co.	12/15/2022	\$2,018.12
90412	Visa	12/15/2022	\$1,453.02
90413	Vision Municipal Solutions	12/15/2022	\$1,184.77
90414	Wahkiakum West Internet	12/15/2022	\$595.00
90415	WEX Health, Inc.	12/15/2022	\$50.00
90416	Whitney Equipment Co. Inc	12/15/2022	\$7,070.80
90417	Wilcox & Flegel Oil Co.	12/15/2022	\$2,464.27
90418	Willapa Firearms Training	12/15/2022	\$330.00
90419	Woody's Septic Specialties, Inc.	12/15/2022	\$4,432.10
Total			\$180,798.26
Grand Total			\$180,798.26

TAB - B



**CITY COUNCIL
AGENDA BILL
AB 22-78**

Meeting Date: December 19, 2022

AGENDA ITEM INFORMATION

SUBJECT: Ordinance 1012– Amending the 2022 Budget	Originator:	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
COST: N/A	Other:	

SUMMARY STATEMENT: *The Ordinance presented amends the 2022 budget to include additional funds for the Fire Equipment and Streets Funds. The fire equipment fund had some additional expenditures related to the new fire truck. The streets fund exceeded original appropriation due to rising costs in labor and materials related to paving.*

RECOMMENDED ACTION: *Approve Ordinance 1012 amending the 2022 budget.*

ORDINANCE No. 1012

AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON, AMENDING THE 2022 BUDGET BY AUTHORIZING ADDITIONAL EXPENDITURES

WHEREAS, due to expenses related to the new fire truck the fire equipment fund had additional costs,

WHEREAS, due to an increase in pavement costs, labor and materials, the streets fund had additional costs,

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON, that the 2022 Budget is hereby amended to allow the following total expenditures.

Passed this 19th day of December 2022.

AYES

NAYS

ABSENT

ABSTENTIONS

Jerry Phillips, Mayor

ATTEST:

Jessie Hermens, City Clerk

2022 BUDGET AMENDMENTS

Fire Equipment	Total Expenditures & Non-Expenditures	\$ 107,396
Streets Fund	Total Expenditures & Non-Expenditures	\$ 881,817

TAB - C



**CITY COUNCIL
AGENDA BILL
AB 22-79**

Meeting Date: December 19, 2022

AGENDA ITEM INFORMATION

SUBJECT: <i>Agreement with the Transportation Improvement Board for South Washington Improvements</i>	Originator:	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
	Other:	
COST: \$204,915		

SUMMARY STATEMENT: *The Washington State Transportation Improvement Board has awarded the City of Long Beach \$204,915 for a segment of Ocean Beach Blvd N between Pioneer and 26th ST NW. By executing this agreement, the city is accepting the award, conditions of funding and match requirements.*

RECOMMENDED ACTION: *Authorize Mayor Phillips to sign the agreement.*



Washington State Transportation Improvement Board

TIB Members

Chair

Mayor Glenn Johnson
City of Pullman

Vice Chair

Councilmember Sam Low
Snohomish County

Amy Asher

Mason Transit Authority

Aaron Butters, PE
HW Lochner Inc.

Susan Carter
Hopelink

Kent Cash, PE
Port of Vancouver

Barbara Chamberlain
WSDOT

Elizabeth Chamberlain
City of Walla Walla

Dongho Chang, PE
WSDOT

Scott Chesney
Spokane County

Vicky Clarke
Cascade Bicycle Club/Washington Bikes

Mike Dahlem, PE
City of Sumner

Commissioner Al French
Spokane County

Councilmember Hilda Guzmán
City of Granger

Commissioner Scott Hutsell
Lincoln County

Les Reardanz
Whatcom Transportation Authority

Peter Rogalsky, PE
City of Richland

Mayor Kim Roscoe
City of Fife

Maria Thomas
Office of Financial Management

Jennifer Walker
Thurston County

Jane Wall
County Road Administration Board

December 02, 2022

Mr. David Glasson
City Administrator
City of Long Beach
Post Office Box 310
Long Beach, WA 98631-0310

Dear Mr. Glasson:

Congratulations! We are pleased to announce the selection of your project, Ocean Beach Boulevard Overlay, Pioneer Rd W to 26th St NW, TIB project number 2-W-970(003)-1.

TIB is awarding 95.0000% of approved eligible project costs with a maximum grant of \$204,915.

Before any work is permitted on this project, you must complete the following:

- Verify the information on the attached Project Funding Status Form and, revise if necessary. Print, sign and email a scanned copy;
- Sign, scan and email one copy of the Fuel Tax Grant Distribution Agreement; and
- Return the above items to TIB;

You may only incur reimbursable expenses after you receive approval from TIB.

In accordance with RCW 47.26.084, you must certify full funding by December 2, 2023 or the grant may be terminated. Grants may also be rescinded due to unreasonable project delay as described in WAC 479-05-211.

If you have questions, please contact Chris Langhoff, TIB Project Engineer, at ChrisL@TIB.wa.gov.

Sincerely,

Ashley Probart
Executive Director

Enclosures

Ashley Probart
Executive Director

P.O. Box 40901
Olympia, WA 98504-0901
Phone: 360-586-1140
Fax: 360-586-1165
www.tib.wa.gov



City of Long Beach
2-W-970(003)-1
Ocean Beach Boulevard Overlay
Pioneer Rd W to 26th St NW

STATE OF WASHINGTON
TRANSPORTATION IMPROVEMENT BOARD
AND
City of Long Beach
AGREEMENT

THIS GRANT AGREEMENT (hereinafter "Agreement") for the Ocean Beach Boulevard Overlay, Pioneer Rd W to 26th St NW (hereinafter "Project") is entered into by the WASHINGTON STATE TRANSPORTATION IMPROVEMENT BOARD (hereinafter "TIB") and City of Long Beach, a political subdivision of the State of Washington (hereinafter "RECIPIENT").

1.0 PURPOSE

For the project specified above, TIB shall pay 95.0000 percent of approved eligible project costs up to the amount of \$204,915, pursuant to terms contained in the RECIPIENT'S Grant Application, supporting documentation, chapter 47.26 RCW, title 479 WAC, and the terms and conditions listed below.

2.0 SCOPE AND BUDGET

The Project Scope and Budget are initially described in RECIPIENT's Grant Application and incorporated by reference into this Agreement. Scope and Budget will be further developed and refined, but not substantially altered during the Design, Bid Authorization and Construction Phases. Any material alterations to the original Project Scope or Budget as initially described in the Grant Application must be authorized by TIB in advance by written amendment.

3.0 PROJECT DOCUMENTATION

TIB requires RECIPIENT to make reasonable progress and submit timely Project documentation as applicable throughout the Project. Upon RECIPIENT's submission of each Project document to TIB, the terms contained in the document will be incorporated by reference into the Agreement. Required documents include, but are not limited to the following:

- a) Project Funding Status Form
- b) Bid Authorization Form with plans and engineers estimate
- c) Award Updated Cost Estimate
- d) Bid Tabulations
- e) Contract Completion Updated Cost Estimate with final summary of quantities
- f) Project Accounting History

4.0 BILLING AND PAYMENT

The local agency shall submit progress billings as project costs are incurred to enable TIB to maintain accurate budgeting and fund management. Payment requests may be submitted as



often as the RECIPIENT deems necessary, but shall be submitted at least quarterly if billable amounts are greater than \$50,000. If progress billings are not submitted, large payments may be delayed or scheduled in a payment plan.

5.0 TERM OF AGREEMENT

This Agreement shall be effective upon execution by TIB and shall continue through closeout of the grant or until terminated as provided herein, but shall not exceed 10 years unless amended by the Parties.

6.0 AMENDMENTS

This Agreement may be amended by mutual agreement of the Parties. Such amendments shall not be binding unless they are in writing and signed by persons authorized to bind each of the Parties.

7.0 ASSIGNMENT

The RECIPIENT shall not assign or transfer its rights, benefits, or obligations under this Agreement without the prior written consent of TIB. The RECIPIENT is deemed to consent to assignment of this Agreement by TIB to a successor entity. Such consent shall not constitute a waiver of the RECIPIENT's other rights under this Agreement.

8.0 GOVERNANCE & VENUE

This Agreement shall be construed and interpreted in accordance with the laws of the state of Washington and venue of any action brought hereunder shall be in the Superior Court for Thurston County.

9.0 DEFAULT AND TERMINATION

9.1 NON-COMPLIANCE

- a) In the event TIB determines, in its sole discretion, the RECIPIENT has failed to comply with the terms and conditions of this Agreement, TIB shall notify the RECIPIENT, in writing, of the non-compliance.
- b) In response to the notice, RECIPIENT shall provide a written response within 10 business days of receipt of TIB's notice of non-compliance, which should include either a detailed plan to correct the non-compliance, a request to amend the Project, or a denial accompanied by supporting details.
- c) TIB will provide 30 days for RECIPIENT to make reasonable progress toward compliance pursuant to its plan to correct or implement its amendment to the Project.
- d) Should RECIPIENT dispute non-compliance, TIB will investigate the dispute and may withhold further payments or prohibit the RECIPIENT from incurring additional reimbursable costs during the investigation.

9.2 DEFAULT

RECIPIENT may be considered in default if TIB determines, in its sole discretion, that:



- a) RECIPIENT is not making reasonable progress toward correction and compliance.
- b) TIB denies the RECIPIENT's request to amend the Project.
- c) After investigation TIB confirms RECIPIENT'S non-compliance.

TIB reserves the right to order RECIPIENT to immediately stop work on the Project and TIB may stop Project payments until the requested corrections have been made or the Agreement has been terminated.

9.3 TERMINATION

a) In the event of default by the RECIPIENT as determined pursuant to Section 9.2, TIB shall serve RECIPIENT with a written notice of termination of this Agreement, which shall be served in person, by email or by certified letter. Upon service of notice of termination, the RECIPIENT shall immediately stop work and/or take such action as may be directed by TIB.

b) In the event of default and/or termination by either PARTY, the RECIPIENT may be liable for damages as authorized by law including, but not limited to, repayment of grant funds.

c) The rights and remedies of TIB provided in the AGREEMENT are not exclusive and are in addition to any other rights and remedies provided by law.

9.4 TERMINATION FOR NECESSITY

TIB may, with ten (10) days written notice, terminate this Agreement, in whole or in part, because funds are no longer available for the purpose of meeting TIB's obligations. If this Agreement is so terminated, TIB shall be liable only for payment required under this Agreement for performance rendered or costs incurred prior to the effective date of termination.

10.0 USE OF TIB GRANT FUNDS

TIB grant funds come from Motor Vehicle Fuel Tax revenue. Any use of these funds for anything other than highway or roadway system improvements is prohibited and shall subject the RECIPIENT to the terms, conditions and remedies set forth in Section 9. If Right of Way is purchased using TIB funds, and some or all of the Right of Way is subsequently sold, proceeds from the sale must be deposited into the RECIPIENT's motor vehicle fund and used for a motor vehicle purpose.

11.0 INCREASE OR DECREASE IN TIB GRANT FUNDS

At Bid Award and Contract Completion, RECIPIENT may request an increase in the maximum payable TIB funds for the specific project. Requests must be made in writing and will be considered by TIB and awarded at the sole discretion of TIB. All increase requests must be made pursuant to WAC 479-05-202 and/or WAC 479-01-060. If an increase is denied, the recipient shall be liable for all costs incurred in excess of the maximum amount payable by TIB. In the event that final costs related to the specific project are less than the initial grant award, TIB funds will be decreased and/or refunded to TIB in a manner that maintains the intended ratio between TIB funds and total project costs, as described in Section 1.0 of this Agreement.



12.0 INDEPENDENT CAPACITY

The RECIPIENT shall be deemed an independent contractor for all purposes and the employees of the RECIPIENT or any of its contractors, subcontractors, and employees thereof shall not in any manner be deemed employees of TIB.

13.0 INDEMNIFICATION AND HOLD HARMLESS

The PARTIES agree to the following:

Each of the PARTIES, shall protect, defend, indemnify, and save harmless the other PARTY, its officers, officials, employees, and agents, while acting within the scope of their employment as such, from any and all costs, claims, judgment, and/or awards of damages, arising out of, or in any way resulting from, that PARTY's own negligent acts or omissions which may arise in connection with its performance under this Agreement. No PARTY will be required to indemnify, defend, or save harmless the other PARTY if the claim, suit, or action for injuries, death, or damages is caused by the sole negligence of the other PARTY. Where such claims, suits, or actions result from the concurrent negligence of the PARTIES, the indemnity provisions provided herein shall be valid and enforceable only to the extent of a PARTY's own negligence. Each of the PARTIES agrees that its obligations under this subparagraph extend to any claim, demand and/or cause of action brought by, or on behalf of, any of its employees or agents. For this purpose, each of the PARTIES, by mutual negotiation, hereby waives, with respect to the other PARTY only, any immunity that would otherwise be available to it against such claims under the Industrial Insurance provision of Title 51 RCW. In any action to enforce the provisions of the Section, the prevailing PARTY shall be entitled to recover its reasonable attorney's fees and costs incurred from the other PARTY. The obligations of this Section shall survive termination of this Agreement.

14.0 DISPUTE RESOLUTION

- a) The PARTIES shall make good faith efforts to quickly and collaboratively resolve any dispute arising under or in connection with this AGREEMENT. The dispute resolution process outlined in this Section applies to disputes arising under or in connection with the terms of this AGREEMENT.
- b) Informal Resolution. The PARTIES shall use their best efforts to resolve disputes promptly and at the lowest organizational level.
- c) In the event that the PARTIES are unable to resolve the dispute, the PARTIES shall submit the matter to non-binding mediation facilitated by a mutually agreed upon mediator. The PARTIES shall share equally in the cost of the mediator.
- d) Each PARTY agrees to compromise to the fullest extent possible in resolving the dispute in order to avoid delays or additional incurred cost to the Project.
- e) The PARTIES agree that they shall have no right to seek relief in a court of law until and unless the Dispute Resolution process has been exhausted.



15.0 ENTIRE AGREEMENT

This Agreement, together with the RECIPIENT'S Grant Application, the provisions of chapter 47.26 Revised Code of Washington, the provisions of title 479 Washington Administrative Code, and TIB Policies, constitutes the entire agreement between the PARTIES and supersedes all previous written or oral agreements between the PARTIES.

16.0 RECORDS MAINTENANCE

The RECIPIENT shall maintain books, records, documents, data and other evidence relating to this Agreement and performance of the services described herein, including but not limited to accounting procedures and practices which sufficiently and properly reflect all direct and indirect costs of any nature expended in the performance of this Agreement. RECIPIENT shall retain such records for a period of six years following the date of final payment. At no additional cost, these records, including materials generated under the Agreement shall be subject at all reasonable times to inspection, review or audit by TIB personnel duly authorized by TIB, the Office of the State Auditor, and federal and state officials so authorized by law, regulation or agreement.

If any litigation, claim or audit is started before the expiration of the six (6) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

Approved as to Form
Attorney General

By:

Signature on file

Guy Bowman
Assistant Attorney General

Lead Agency

Transportation Improvement Board

Chief Executive Officer

Date

Executive Director

Date

Print Name

Print Name



Transportation Improvement Board

Project Funding Status Form

Agency Name **LONG BEACH**
Project Name: **Ocean Beach Boulevard Overlay**
Pioneer Rd W to 26th St NW

TIB Project Number: **2-W-970(003)-1**

Verify the information below and revise if necessary.
Email to: Your TIB Engineer

PROJECT SCHEDULE

Target Dates		
Construction Approval	Contract Bid Award	Contract Completion

PROJECT FUNDING PARTNERS

List additional funding partners and amount.

Funding Partners	Amount	Revised Funding
LONG BEACH	10,785	
WSDOT	0	
Federal Funds	0	
TOTAL LOCAL FUNDS	10,785	

Signatures are required from two different agency officials. Email a signed copy of this form to your TIB Engineer.

Mayor or Public Works Director

Signature

Date

Printed or Typed Name

Title

Financial Officer

Signature

Date

Printed or Typed Name

Title

Small City Preservation Program (SCPP)
Approved Segment Listing
FY 2024 Overlay Program

LONG BEACH

Street	Termini	Pavement Length	Pavement Width
Ocean Beach Boulevard	Pioneer Rd W to 26th St NW	1,200 feet	20 feet

TAB - D



**CITY COUNCIL
AGENDA BILL
AB 22-80**

Meeting Date: December 19, 2022

AGENDA ITEM INFORMATION

SUBJECT: <i>Ordinance 1013 – Updating the firefighters’ compensation for 2023</i>	Originator:	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
	Other:	
COST:		

SUMMARY STATEMENT: *During the 2023 budget discussion it was determined that there would be an increase for fire training and aid calls. This ordinance updates those rates - \$25 per training meeting, \$25 per EMT aid call and \$15 for BLS aid calls.*

RECOMMENDED ACTION: *Approve Ordinance 1013 updating the compensation for the Long Beach firefighters.*

ORDINANCE NO. 1013

AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON RELATING TO COMPENSATION FOR THE VOLUNTEER FIRE FIGHTERS AND ESTABLISHING THE EFFECTIVE DATE.

WEHREAS, The City Council has determined that volunteer firefighters provide an invaluable service to the citizens and guests of Long Beach; and

WHEREAS, The City Council knows the value of highly trained firefighters and wishes to encourage increased attendance at fire department training meetings; and

WHEREAS, The City Council desires to foster dedication of public service;

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON DOES HEREBY ORDAIN, AS FOLLOWS:

Section 1. Volunteer Firefighter Compensation. For the purposes stated above, Firefighter who volunteers to the Long Beach Fire Department shall be compensated twenty-five dollars per training meeting attended, EMT or higher certification aid calls twenty-five dollars and BLS certification aid calls fifteen dollars.

Section 2. Exclusions. Firefighters paid a regular salary will be excluded from the compensation in Section 1.

Section 2. Repeal of Conflicting Ordinances. All previous ordinances are hereby repealed insofar as they may be in conflict with this ordinance.

Section 3. Effective Date. This Ordinance shall take effect five days after its passage, approval and publication.

REGULARLY ADOPTED this 19th day of December, 2022.

AYES

NAYS

Absent

Abstentions

Jerry Phillips, Mayor

ATTEST:

Jessie Hermens, City Clerk

TAB - E



**CITY COUNCIL
AGENDA BILL
AB 22-81**

Meeting Date: December 19, 2022

AGENDA ITEM INFORMATION

SUBJECT: SagaCity Digital Marketing Agreement	Originator:	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
	Other:	
COST: \$100,000		

SUMMARY STATEMENT: *SagaCity has provided digital marketing for the city for a couple years and work closely with the Pacific County Tourism Bureau. This item has been included in the 2023 budget.*

RECOMMENDED ACTION: *Authorize the Mayor to enter into the agreement with SagaCity for digital marketing in 2023.*

SAGACITY MEDIA

the stories of our cities

City of Long Beach

SagaCity Media – Seattle Met (SEA) – City
of Long Beach - 2023 Plan

Proposal Overview

Timeline: 01/01/23 – 12/31/2023

Platform/Product	Investment
Display	\$12,200.00
Email	\$8,000.04
Geo Fencing	\$14,600.00
SEM	\$27,990.00
Video	\$20,660.00
Social Media	\$16,550.00

Summary

Platform/Product	Investment
All	\$100,000.04

Display Campaigns

Timeline: 01/01/2023 – 12/31/2023

Summary

Campaigns	Product	Start Date	End Date	Impressions	Guaranteed Clicks	CPM	Est. Total/30 Days	Investment
Dominant Display Campaign	DOMINANT	01/01/23	12/31/23	1,220,000	1,220	\$10.00	\$1,002.74	\$12,200.00

Dominant Display Campaign

Monthly Breakdown

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,036	\$936	\$1,036	\$1,003	\$1,036	\$1,003

Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,036	\$1,036	\$1,003	\$1,036	\$1,003	\$1,036

Email Campaigns

Summary.

Campaigns	Drop Date	Add-Ons	Sends	Investment
City of Long Beach - Email #1	01/01/23	—	57143	\$2,000.01
City of Long Beach - Email #2	05/01/23	—	57143	\$2,000.01
City of Long Beach - Email #3	09/01/23	—	57143	\$2,000.01
City of Long Beach - Email #4	12/01/22	—	57143	\$2,000.01

Geo Fencing Campaigns

Timeline: 01/01/2023 – 12/31/2023

Summary

Campaigns	Product	Impressions	CPM	Est. Total/30 Days	Investment
Device ID - Display	Device ID Targeting	973,333	\$15.00	\$1,200.00	\$14,600.00

Device ID - Display

Monthly Breakdown

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,240	\$1,120	\$1,240	\$1,200	\$1,240	\$1,200

Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,240	\$1,240	\$1,200	\$1,240	\$1,200	\$1,240

SEM Campaigns

Timeline: 01/01/2023 – 12/31/2023

Summary

Campaigns	Product	Start Date	End Date	Est. Ad Spend	Mgmt Fee %	Est. Total/30 Days *	Investment *
Paid Search Campaign	SEM - Tier 2	01/01/23	12/31/23	\$23,325.00	20%	\$1,917.12	\$27,990.00

Paid Search Campaign

Monthly Breakdown

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,981	\$1,789	\$1,981	\$1,917	\$1,981	\$1,917

Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,981	\$1,981	\$1,917	\$1,981	\$1,917	\$1,981

* Includes Mgmt Fee %

Video Campaigns

Timeline: 01/01/2023 – 12/31/2023

Summary

Campaigns	Product	Est. Impressions/Views	Start Date	End Date	Rate	Est. Total/30 Days *	Investment
Video - Behavioral	Video - Behavioral	960,930	01/01/23	12/31/23	\$21.50	\$1,698.08	\$20,660.00

Video - Behavioral

Notes

Same Behaviors as display audiences from proposal 1

Monthly Breakdown

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,755	\$1,585	\$1,755	\$1,698	\$1,755	\$1,698

Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,755	\$1,755	\$1,698	\$1,755	\$1,698	\$1,755

Social Media Campaigns

Timeline: 01/01/2023 – 12/31/2023

Summary

Campaigns	Product	Start Date	End Date	Setup Fee	Est. Ad Spend	Mgmt Fee %	Investment *
Social Media	Facebook - \$500 - \$2,500	01/01/23	12/31/23	\$350.00	\$12,000.00	35%	\$16,550.00

Social Media

Monthly Breakdown

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,369	\$921	\$1,019	\$986	\$1,019	\$986

Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,019	\$1,019	\$986	\$1,019	\$986	\$1,019

* Setup fee will be applied to the first month's budget
* Includes Mgmt Fee % + Setup Fee

Terms & Conditions

Essentials: Delivery: Creatives and linking URL's should be included upon receipt of order. All materials must arrive 3 business days prior to the start date of the campaign.

Delivery Metrics: Delivery Metrics are based on ad server reporting. Third party reporting should be identified upon order submission.

Optimization: Operations will optimize the campaign across all targeting options working towards achieving the goals of the campaign, starting with Impressions, Clicks and Conversions. This may result in the campaign delivering more heavily in one target vs another based on performance with the ultimate goal of delivering the monthly minimum impressions, clicks and/or conversions.

Terms & Conditions: Please refer to 4A's/IAB Standard Terms & Conditions v 3.0.

https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf

Line items: The individual named as Advertiser may approve the change or addition to this order via their representative. The team will provide the advertiser with a work order to review and ensure that the changes or additions are made. Changes to the campaign are accepted when the team receives acknowledgement from the advertiser.

Guarantee: The team guarantees the minimum value of a .10 eCTR on all non specialized display campaigns based on ordered impressions with a campaign duration of 30 days or more.

Signatures

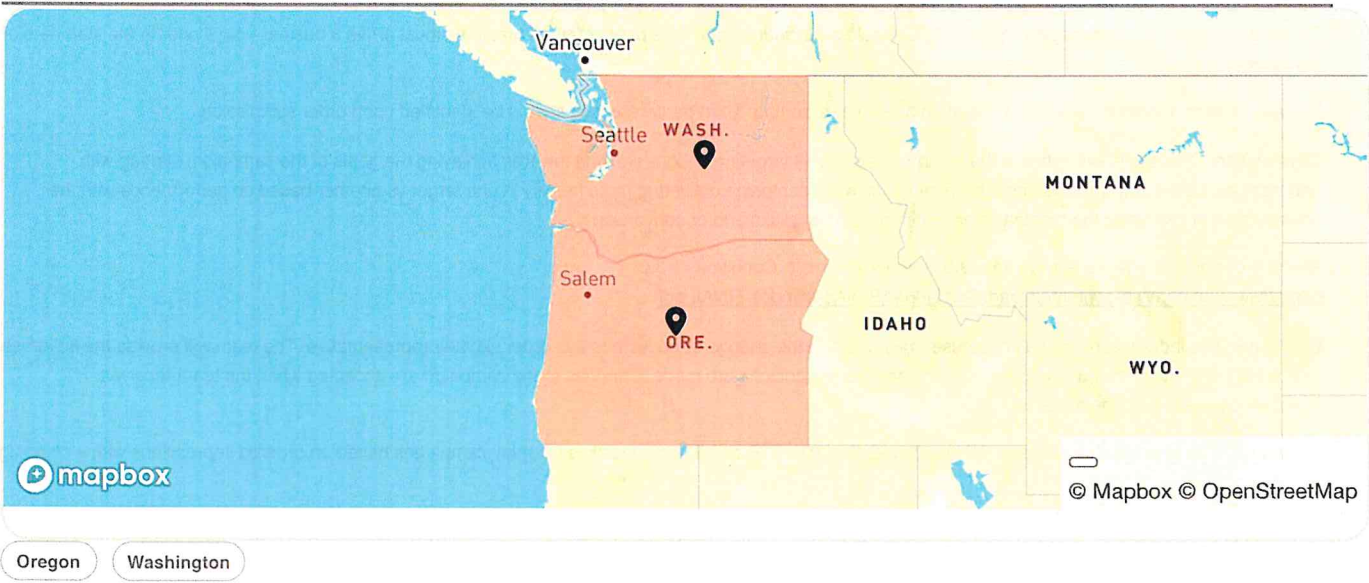
SagaCity Media Signature:

Date:

City of Long Beach Signature:

Date:

Target Locations



Targeting Elements

Dominant Display Campaign

Content

App - Newsstand/Travel & Regional App - Travel Travel Travel/Air Travel Travel/Air Travel/Airport Parking & Transportation Travel/Bus & Rail
Travel/Car Rental & Taxi Services Travel/Cruises & Charters Travel/Hotels & Accommodations Travel/Luggage & Travel Accessories Travel/Specialty Travel
Travel/Specialty Travel/Adventure Travel Travel/Specialty Travel/Ecotourism Travel/Tourist Destinations Travel/Tourist Destinations/Beaches & Islands

Behavioral

Auto > Rental > Avis Rental Car Visitors Auto > Rental > Budget Rental Car Visitors Auto > Rental > Enterprise Rental Car Visitors
Auto > Rental > Hertz Rental Car Visitors Brand Propensities > Travel > Avis Car Rental Buyer Propensity
Brand Propensities > Travel > Budget Car Rental Buyer Propensity Brand Propensities > Travel > Enterprise Rental Car Buyer Propensity
Brand Propensities > Travel > National Car Rental Buyer Propensity Brand Propensities > Travel > Payless Car Rental Buyer Propensity
Brand Propensities > Travel > Thrifty Car Rental Buyer Propensity Branded > Data > Travel > Intent > Transport > Car Rentals Brands > Travel > National Car Rental
US > Travel > Leisure Travelers > Weekend Getaways: High Spenders Brand Propensities > Airbnb Buyer Propensity
Brand Propensities > Travel > Alaska Airlines Buyer Propensity Brand Propensities > Travel > United Airlines Buyer Propensity
Consumer > Travel > Major Airline Customers Consumer > Travel > Major Airline Customers - Extreme Confidence
In-Market > Travel and Tourism > Air Travel > Advanced Booking > Departing in Less Than 7 Days
In-Market > Travel and Tourism > Air Travel > Advanced Booking > Departing in 7-20 Days > Departing in 7-14 Days
In-Market > Travel and Tourism > Air Travel > Advanced Booking > Departing in 7-20 Days Audience Profiles > Travel > Family Vacationers
Audience Profiles > Travel > Vacationers Consumer > Travel > Beach Vacations Consumer > Travel > Vacation Planners
Consumer > Travel > Vacation Planners - Extended Scale Consumer > Travel > Vacation Planners - Extreme Confidence
Consumer > Travel > Vacation Rental Accommodation Researchers Consumer > Travel > Vacation Rental Accommodation Researchers - Extreme Confidence
Consumer > Travel > Waterfront Vacationers Consumer > Travel > Waterfront Vacationers - Extreme Confidence In-Market > Travel and Tourism > Vacation Packages
Intent > Travel > Travel - Destination > Travel - Vacations Packages Interest > Travel > Vacations > Family Vacations
Interest > Travel and Tourism > Leisure and Vacation > Family Travel Consumer > Travel > Oregon Trip Planners
Consumer > Travel > Oregon Trip Planners - Extreme Confidence

Demo

Location-Based Audiences > Travel > Transportation > Car and Truck Rentals > Avis Rent A Car
Location-Based Audiences > Travel > Transportation > Car and Truck Rentals > Budget Rent A Car
Location-Based Audiences > Travel > Transportation > Car and Truck Rentals > Enterprise Rent-A-Car Consumer > Demographics > Family > Children - Number > 1+
Consumer > Demographics > Family > Household Size > 4+ Demographic > Employment > Retired Demographic > Employment > Status > Retired
Demographics > Employment > Retired

City of Long Beach - Email #1

ConsumerLifestyle

Household Datasets > Household Datasets > Travel Enthusiasts

Occupation Types > Occupation Types > Travel Agents

ConsumerInterest

Books & Magazines - Travel

Travel - Business Travel

Travel - Destination Travel

Travel - Domestic Travel

Travel - Family Vacations

Travel - Frequent Flyer

City of Long Beach - Email #2

ConsumerLifestyle

Household Datasets > Household Datasets > Travel Enthusiasts

Occupation Types > Occupation Types > Travel Agents

City of Long Beach - Email #3

ConsumerLifestyle

Household Datasets > Household Datasets > Travel Enthusiasts

Occupation Types > Occupation Types > Travel Agents

City of Long Beach - Email #4

ConsumerLifestyle

Household Datasets > Household Datasets > Travel Enthusiasts

Occupation Types > Occupation Types > Travel Agents

Video - Behavioral

Behavioral

App > Interest > Travel_Traffic

App > Interest > Travel_Traffic > Leisure

App > Interest > Travel_Traffic > Transportation

App > Interest > Travel_Traffic > Transportation > Car

App > Interest > Travel_Traffic > Travel

App > Interest > Travel_Traffic > Travel > Hotel_Restaurant

Audience - Interests > Travel > Cruises > Confident

Audience - Interests > Travel > Flights > Extreme Confidence

Audience - Interests > Travel > Hotels > Confident

Audience - Interests > Travel > Hotels > High Confidence

Audience - Interests > Travel > Luggage & Travel Accessories > Confident

Audience - Interests > Travel > Luggage & Travel Accessories > High Confidence

Audience - Interests > Travel > Resorts > Confident

Audience - Interests > Travel > Theme Parks > Confident

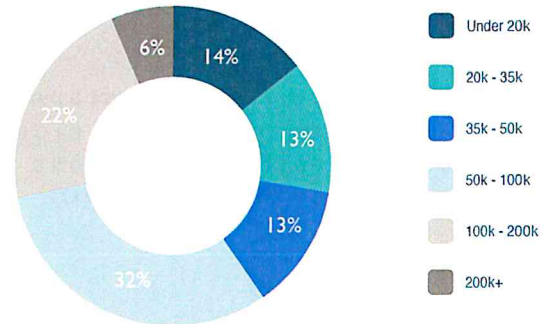
Audience - Interests > Travel > Theme Parks > Extreme Confidence

Additional Audience Information

Total Population

11,726,304

Household Income



Median Age by Sex

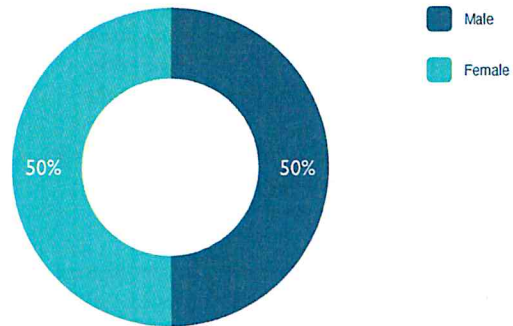
37

Avg. Male Age

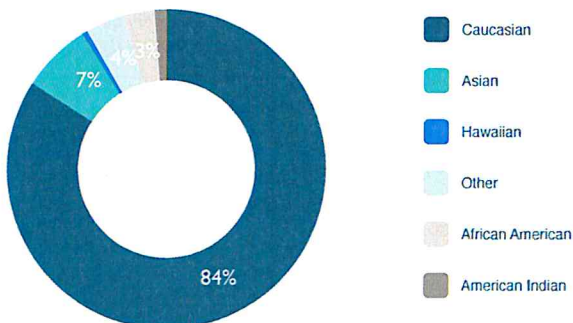
39

Avg. Female Age

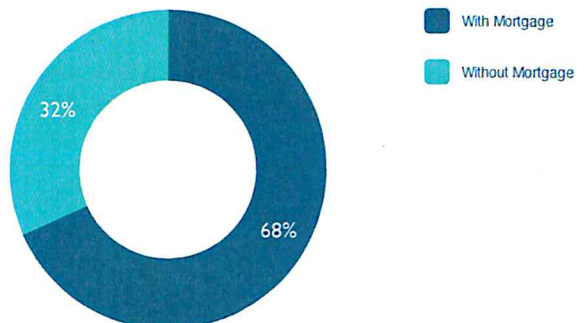
Allocation of Sex



Race Distribution



Mortgage Status



* The data provided inside the charts are based on the locations added to the proposal which come from the U.S. Census Bureau and are for general informational purposes only.

** If you see N/A for the total population you need to add cities in order for population data to display

WHAT MAKES US DIFFERENT

We pride ourselves in understanding how your entire digital marketing program drives results, optimizing across platforms to ensure optimal ROI.



PARTNERSHIP

Choosing your agency partnership is a very important decision that can make or break your business. We pride ourselves in offering the best marriage of cutting-edge ad technology and expert-level team members who understand your goals to deliver the right results.

Our team has extensive experience making campaign recommendations, optimizations and managing campaign performance.

- We do not serve ads between midnight and 5am, unless specifically requested to. This ensures we are not wasting budget and impressions.
- Our campaigns are focused on Quantcast 5000 sites to ensure reputable traffic.
- We guarantee a 0.1% CTR on regular display campaigns.
- Our campaign managers are financially incentivized by our quality assurance and CTR guarantee.
- The campaign management team keeps a manageable volume to ensure a high focus on all campaigns.

HOW WE SUCCEED

Team

Our team of certified professionals specializes in managing local, regional and national digital marketing campaigns designed to drive maximum ROI.

Technology

By leveraging best-in-class technology and proprietary software our team is able to deliver unparalleled reach, frequency, brand safety, transparency and optimization for all of our campaigns.

Omnichannel

We combine all major digital platforms to maximize reach and results, allowing our partners to spend more time on other parts of their business.

Performance Guarantee

Because we know our process, planning, inventory quality, and execution are second to none we guarantee at least a .1% CTR* on ordered display ad impressions. That's almost 2x the national average, according to Think With Google.

*Performance guarantee applies to the Basic, Competitive, and Dominant blend products ordered with a campaign duration of 30 days or more.



INVENTORY QUALITY

Inventory quality is our first priority and we are always willing to engage our partners and acquire the right technology to ensure satisfaction. Our team, along with our supply vendors, have redoubled our efforts to neutralize critical threats to our inventory quality and eliminate them from our ecosystem.

QUALITY SETTINGS

Quality and pre-bid settings ensure you get qualified human website traffic to your website.

Every campaign includes a series of quality settings designed to ensure optimal campaign performance, 98%+ human traffic, delivered on high-quality websites, in a location likely to be seen by the user.

DSP Measures

Includes curated and tiered inventory selection, IAB Compliance, dynamically maintained IP level blocklists, black lists, and more. Our team also integrates White Ops into every campaign. White Ops is the global leader in bot mitigation, prevention, and fraud detection.

Campaign Manager

All campaigns include basic campaign setup features such as excluding below-the-fold inventory, focusing on the Quantcast top 5,000 websites, and dayparting campaigns to run only between 5 a.m. and midnight local time.

Brand Safety Measures

Campaign impressions are evaluated by Grapeshot's Brand Safety or Double Verify's Fraud & Invalid Traffic Avoidance to avoid browsers controlled by a nonhuman bot or from an invalid traffic source such as nonhuman data center traffic, hijacked device, or mobile emulator. This also includes impressions from General Invalid Traffic (GIVT) including known bot/spider, known data center, or unknown browser.

Quality

Our campaigns consistently deliver 98%+ human traffic to your website. We prioritize above-the-fold inventory on pages with fewer than 6-8 ads, helping make sure your ads are seen by real people every time they're served. This is proven every day in our fully transparent Reporting Dashboard on Ui.Marketing.

GOOGLE ANALYTICS

You are able to integrate your Google Analytics data into our reporting dashboard to make it a one stop shop for all of your reporting needs.



BENEFITS

- It's free.
- It's easy to implement with limited technical expertise needed.
- Google Analytics can help determine if user paths align with business goals and KPIs.
- Improve marketing efforts by reviewing sourced engagement trends.
- Identify most and least popular site content to inform potential site improvements.
- Track the entire purchase funnel.
- Learn more about your users' demographics and behaviors.

ALLOWS FOR

- Pre-flight audience identification
- Traffic segmented by marketing source
- Engagement benchmarking and trend identification
- Linking Google Ads to allow for seamless reporting and tracking
- Basic or advanced ROI measurement options

Read Access should be granted to 346Analytics@gmail.com
See full specs at <https://go.wi.marketing/product-specs>

DEVICE ID & GEO FENCING

Mobile phones provide a unique view into user behaviors, frequently visited locations, behaviors, interests, and much more.



OVERVIEW

Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device.

Device ID targeting and Geo Fencing creates opportunities by monitoring the location information associated with each device. This information is beamed to the cloud and made available for marketers to leverage and ultimately target consumers or their devices based on where they have been, where they live, and much more.

BENEFITS & STATS

Benefits

Device ID allows advertisers to capitalize on precise targeting, increased engagement, better efficiency, boosted ROI/Conversions, no reliance on cookie data, and Point of Interest Attribution.

Stats

68% of people check their phones within 15 minutes of waking up

150x - number of times the average person checks their phone every day

87% of people keep their phone by their side day and night

91% of people turn to their phones for ideas while in the middle of tasks

HOW TO USE

Once all of the locations associated with the ideal consumer behavior are identified, a polygon is drawn around each location. Using historical data, we're able to capture devices as far back as 6 months ago and as recently as 3 days ago.

An Audience Insight Report is then created, which is a demographic report for the users who have been identified within the polygon. These reports tell us the consumers' basic demographic data, visitor frequency, household income, and much more.

Once the programmatic campaign is live, Device IDs are collected at specific Points of Interest (POIs), usually the business owner's brick and mortar locations during and after the campaign flight dates. This same form of data collection is also used to track in-store foot traffic.

Recommended ad sizes: 728x90, 300x250, 320x50, 160x600, 300x600 in a jpeg or gif format. See full specs at <https://go.wi.marketing/product-specs>

DISPLAY

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.

Widely connected and integrated with all major data exchanges, allowing for the best ability to get in front of your target market.



TARGETS

Demographic Targeting

Target users based on their age, gender, HHI, career, ethnicity, and more.

Behavioral Targeting

Target consumers based on their search, click and web browsing history.

Content Targeting

Target consumers based on the kinds of sites and content they're visiting.

Geo Targeting

Target users based on radius, zip, city, county, DMA, state, and more.

Frequency Caps

Limit the number of times a user can see your ad.

Day Parting

Target your key consumers at a time when they're most likely to buy.

NETWORK



RESULTS

Our team of Programmatic Buying experts can tailor a plan for any budget and we will guarantee a minimum equivalent of a .1% CTR based on a number of purchased impressions.

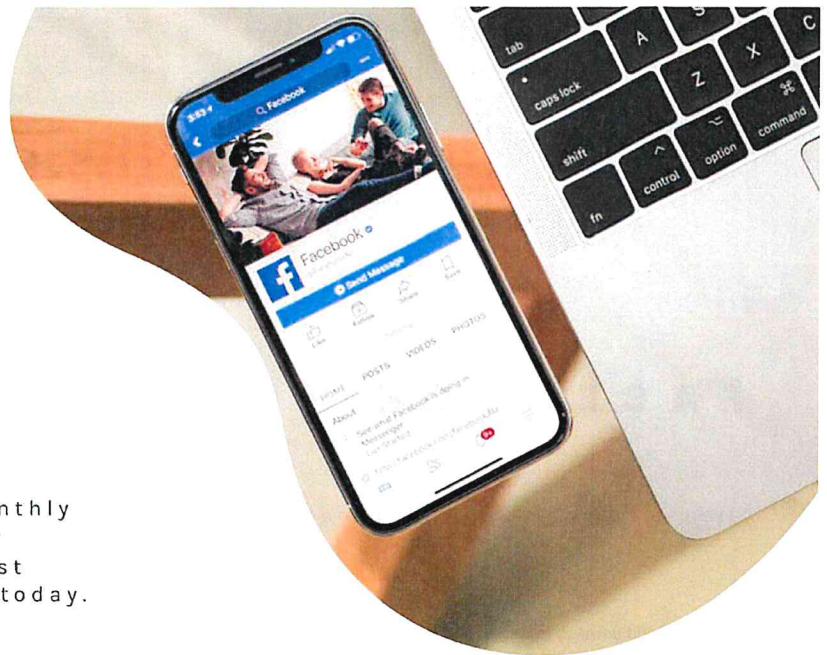
*Performance guarantee applies to the Basic, Competitive, and Dominant blend products ordered with a campaign duration of 30 days or more.

Recommended ad sizes: 728x90, 300x250, 320x50, 160x600, 300x600 in a jpeg or gif format. See full specs at <https://go.unimarketing/product-specs>

DESKTOP | MOBILE | VIDEO | SOCIAL

FACEBOOK & INSTAGRAM

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.



OVERVIEW

1 of every 5 minutes people in the US spend on mobile is on Facebook or Instagram.

93% of marketers use Facebook advertising regularly.

AD TYPES

Lead Generation

Capture those ready to convert from the platform they love best. Facebook Lead Generation Ads utilize the same precise targeting options as traditional Facebook ads, but adds the platform's incredible ability to persuade people to act.

Image

Use beautiful images to convey your message.

Video

Tell your story with sight, sound and motion.

Carousel

Show multiple images or videos in a single ad. The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

Collection

Collection is an ad format that makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way. A Collection experience typically includes a cover image or video followed by several product images.

Messenger

Help people start conversations with your business.

* Available ad formats vary based on ad spend.

Recommended Image Size: 1200x628pixels Recommended Image Ratio:1.91:1. See full specs at <https://go.u marketing/product-specs>

FACEBOOK FORM

Please complete the information below:

What type of business is this?

What is the advertiser selling on Facebook?

Are you Admin to the page? If not, who is the Admin of your FB page?

Who is the FB page owner at your company?

What is the FB Business Page URL?

Will this FB campaign be targeting Credit, Employment or Housing targets? If so, please confirm the exact targeting requested.

*Disclaimer that includes the limited targeting available when a client wants to target Credit, Employment or Housing targets.

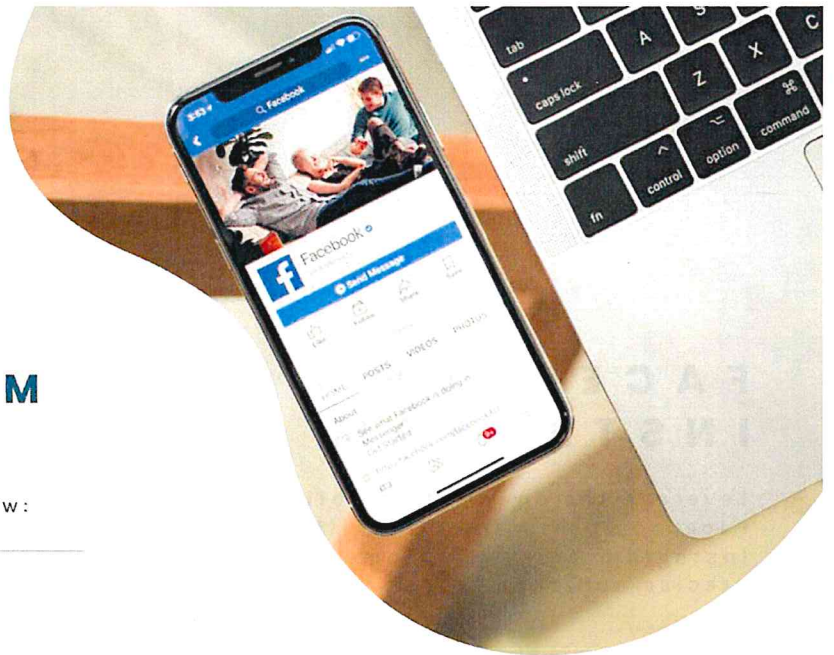
Is this FB campaign for a Political advertiser (i.e. Social Issues, Elections or Politics)? If so, we will require the advertiser [Get Authorized to Run Ads About Social Issues, Elections or Politics](#) and complete the [Authorization Process](#) based on their country. We will require FB Page Admin Access in order to run a Facebook campaign.

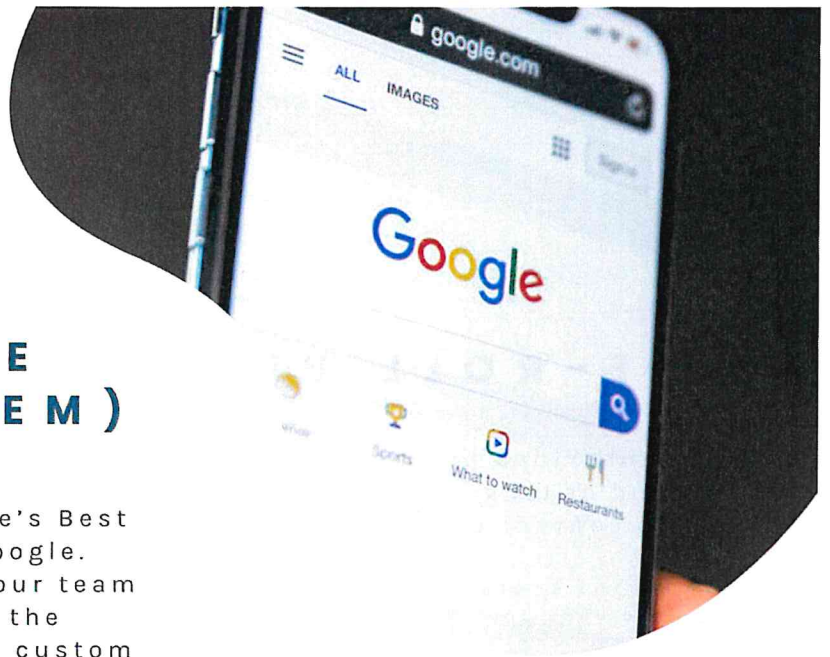
Will you be requiring a FB Pixel to be built? Y/N *Disclaimer on how the best practice is for the client to create the pixel so it lives within their page

If a FB Pixel is needed, we will require [Domain Verification to](#) be completed and confirmed prior to the FB campaign going live.

You as the client will then need to place the FB pixel and share the pixel with AdCellerant (needs to be white-labeled).

You as the client will then need to [Configure Events to Use Aggregated Event Measurement](#) prior to the campaign going live.





SEARCH ENGINE MARKETING (SEM)

Our team of Google Ads certified professionals follow all of Google's Best practices and are endorsed by Google. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

DETAILS

Our team adheres to a thorough setup process for each campaign to ensure it is customized to your business and optimized for results.

- Professional ad development and optimization
- Rigorous keyword analysis and optimization
- Competitor analysis and competitor conquering
- Bid and budget management strategy
- Campaign optimization strategy including A, B & C ad copy testing, ad group optimization, and more

CAMPAIGN TEAM

Dedicated team of Google Ads and Bing certified professionals

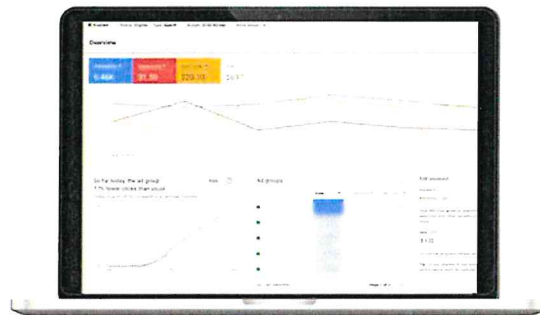
Every campaign is assigned a dedicated campaign management team of experienced and certified professionals.

Conversion tracking and ROI focused

PPC campaigns are powerful because they are able to track conversions and track ROI. We track all applicable conversions through Google Analytics and our proprietary reporting platform Ui.Marketing.

Call tracking

We track, record, and provide insight into each phone call your business receives from our campaigns.



See full specifications at <https://go.ui.marketing/product-specs>

PRE-ROLL VIDEO

Pre-Roll Video plays your 15-second, 30-second or long-form video within other video content online at scale.

Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.



DETAILS

Pre-Roll Video increases brand recall and has a positive impact on all devices.

- Increase favorability
- Boost brand association and engagement
- Drive intent to purchase advertised product

Pre-Roll Video drives click-throughs and shows positive engagement across all devices.

- :30 Pre-Roll Click-Through Rate = **87%** Above Industry Average
- :15 Pre-Roll Click-Through Rate = **371%** Above Industry Average

File types can include MP4, FLV, MOV, MPG and more with a file size of 200MB or lower. We recommend 30 seconds or less. See full specs at <https://go.vi.marketing/product-specs>

BENEFITS

Behavioral Targeting

Target consumers based on their behavior and tracked interest online.

Demographic Targeting

Target a specific age, income, and/or gender when trying to reach your consumers.

Frequency Targeting

Control frequency, limiting or increasing the number of times your ad is viewed.

Day Parting

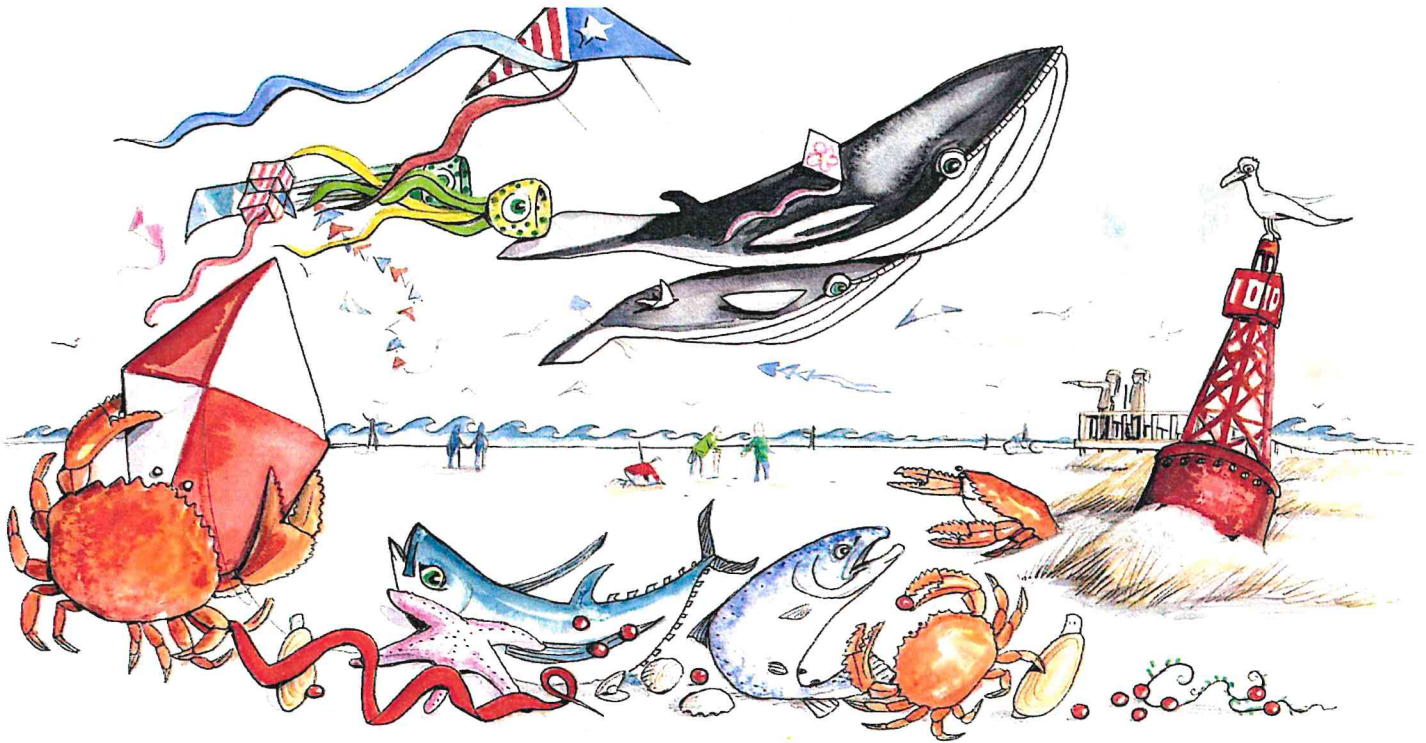
Control when a user is able to see your sale message.

Geographic Targeting

Target a user based on their location, available by zip code, city, state, country, and radius. Custom geo fencing is also available.

TAB — F

2023 BUDGET MESSAGE



DECEMBER 2022

City of Long Beach

Jerry Phillips, Mayor

City Council: Sue Svendsen, George Coleman, Del Murry, Patrick Reddy, & Larry Phelps



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A Message from the Mayor

The year of 2022 was an exciting one for the City of Long Beach. There were many projects that occurred throughout the year, making Long Beach a great place to be.

Sales and Lodging tax continue to come in at or near record numbers. Clamming dates were announced during the summer and continue to draw a crowd to local beaches. Transportation Benefit District money supported the paving of 24th ST NE. The project is currently wrapping up. There are multiple other projects that occurred during 2022, some of which include, installation of a new water line and pavement on 24th ST NE, multiple stormwater upgrades, new pumps at the 11th SE pump station, culvert replacement on Sid Snyder Drive, crack sealing throughout town and multiple other small improvements.

Effective in the 2022 budget nearly every fund has a sinking fund, allowing us to earmark funds for future projects. Much-needed boardwalk repairs are expected to cost nearly \$3.4 million dollars.

The overall debt level for the city after 2022 will push \$10.2 million.

We have fantastic City employees doing an overall superior job. The city personnel roster stands at 34, plus a City Attorney, a City Prosecutor, a City Judge, five Council Members, and the mayor.

Long Beach is a tremendous city to visit, live and work. We have so many natural wonders that make us the greatest destination spot in the state. I am honored and proud to be your mayor. Please stay safe and healthy in the coming year.

Mayor Jerry Phillips

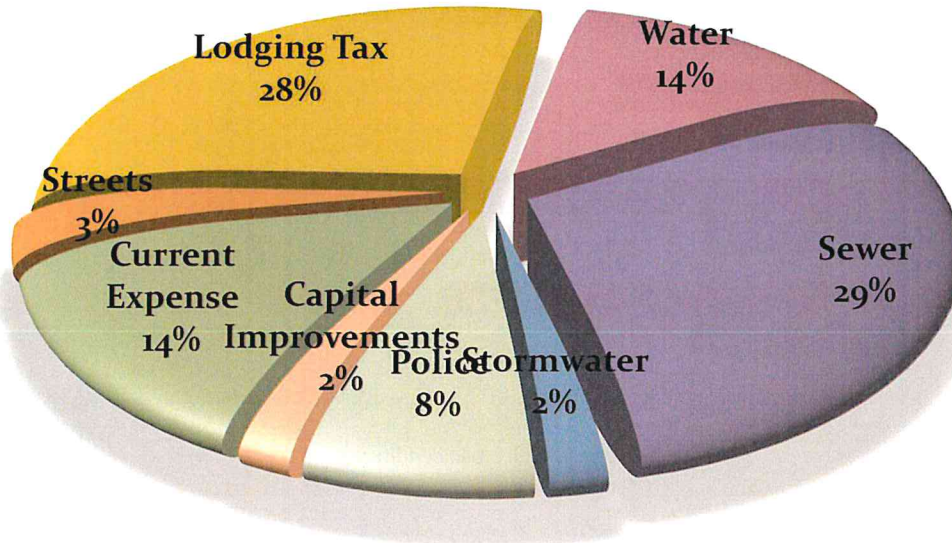
Introduction

During 2023 the city will upgrade some of its facilities. The boardwalk reconstruction project will also occur in 2023. The city was awarded \$2.48 million dollars in federal assistance to complete the boardwalk project. The city also plans to upgrade five liftstations within the sewer collection system.

Mayor Phillips is constantly looking for ways to improve the City of Long Beach and gain funding sources for the Current Expense fund, which is always in need. He continues to be diligent with code enforcement and cleaning up the city. There have been large strides made within the last year and the mayor plans to continue his work dedicated to the beautification of Long Beach.

All funds have a dedicated sinking fund and have now for a couple years. These funds were created by the Mayor and Council to ensure that the city can purchase capital expenditures and replace equipment as needed.

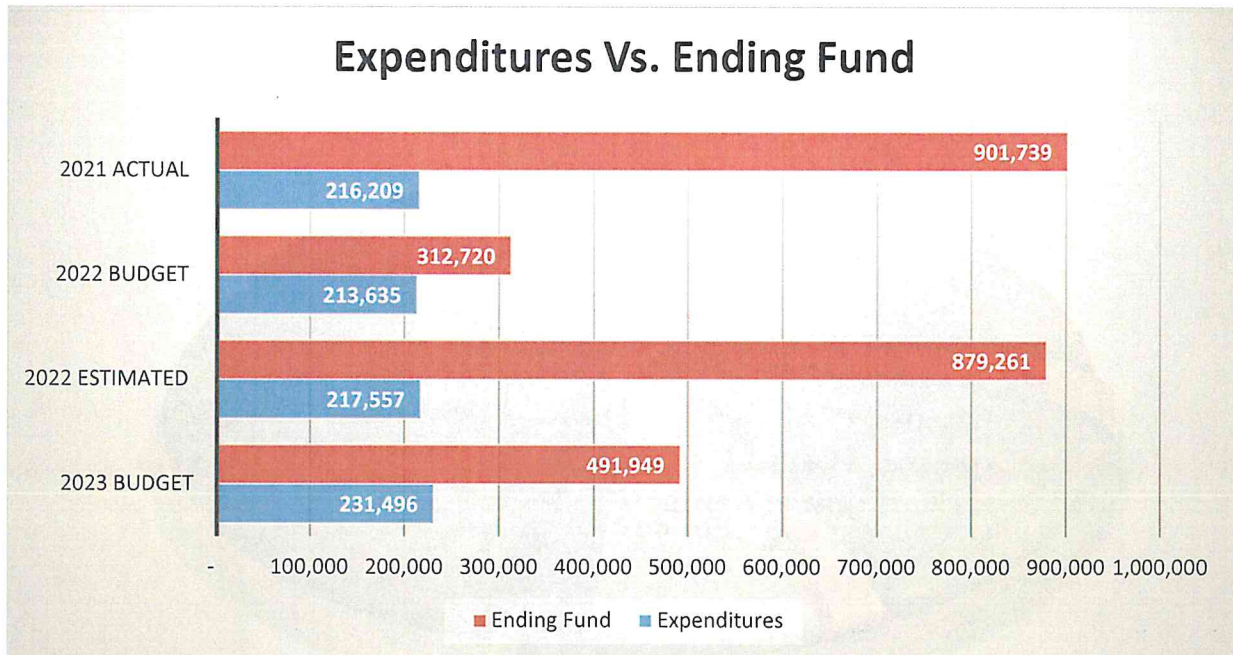
2023 City of Long Beach Budget



Current Expense Fund

This fund is vital to the City operations. Most tax revenues go to this fund, including 70% of property tax, sales tax, and all other business taxes. This makes up roughly \$1.7 million in revenue projected for 2023. 2022 sales tax revenues ended higher than projected at \$850,000.

The largest expense is the transfer to the Law Enforcement fund, which is roughly \$795,000. This fund holds all the Legislative, Finance, Administration, Building, Planning, Fire and Parks expenses. The mayor has been very diligent when it comes to code enforcement, so there is additional money set aside for that within the building sub-fund. The city maintains numerous pocket parks, Culbertson Park and Stanley Field. The beginning balance for 2023 is projected to be \$879,261, ending the year with \$491,949. This includes another \$100,000 contribution to the Current Expense Sinking Fund. The Sinking Fund, which is there for emergencies or capital equipment purchases, will have a balance of \$820,000 at the end of 2023.

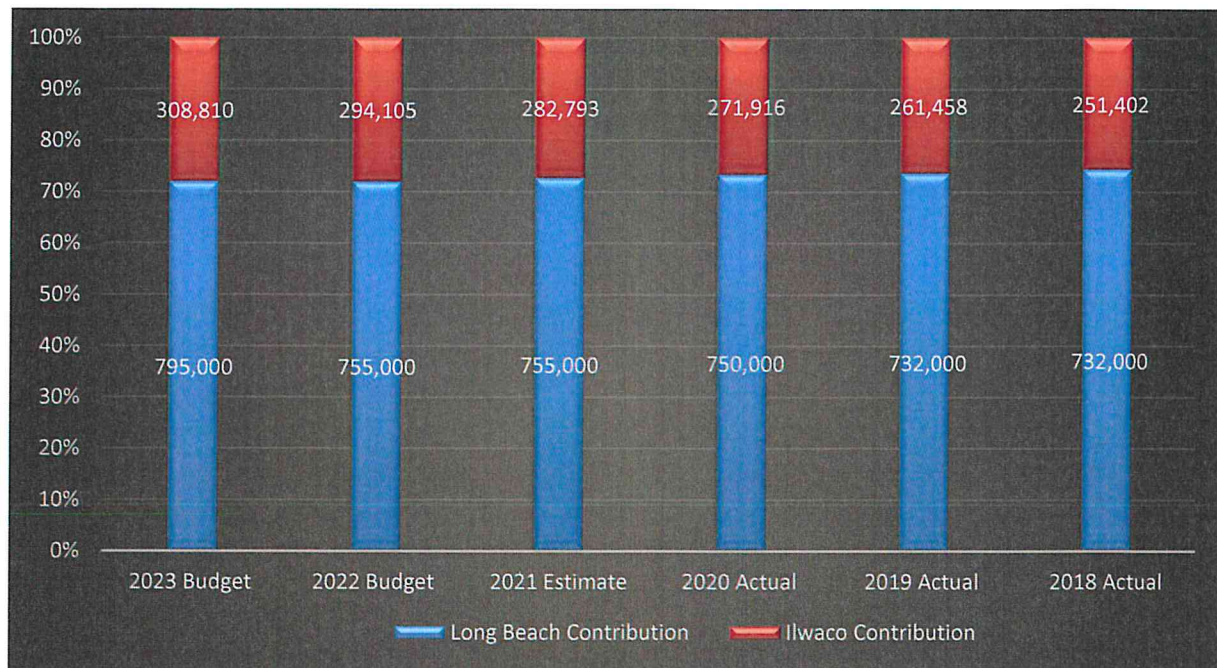


Capital Projects Fund

The revenues from this fund are based on real estate sales within the city limits. This money must be spent on capital expenditures. In 2023 this money will be dedicated in part to assisting with the cost of some street improvements. The beginning fund balance for 2023 is estimated to be \$200,261, and the ending fund balance at \$195,261.

Law Enforcement

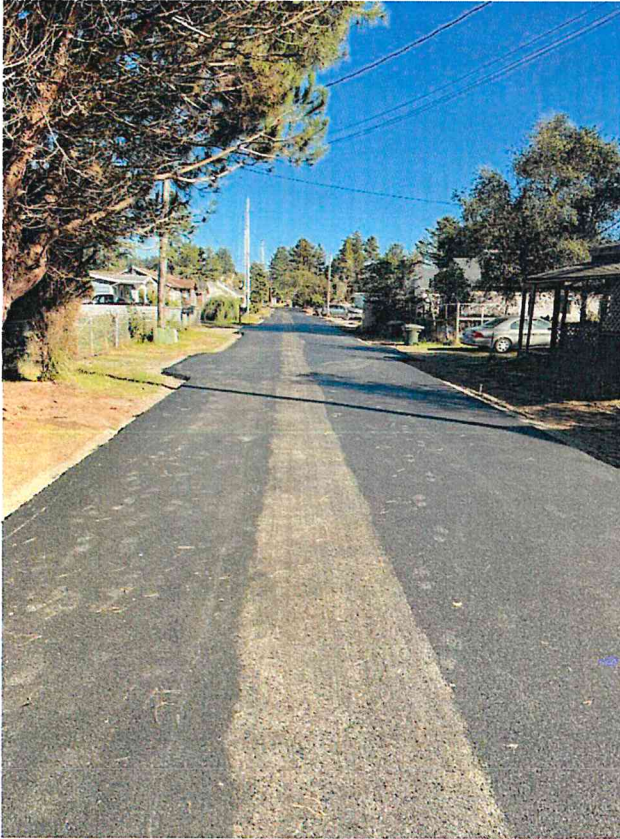
Most of the revenue in this fund comes from a transfer from the Current Expense fund (\$795,000). Other revenue sources include the City of Ilwaco contribution of \$308,810. The fund supports all the law enforcement that covers both Long Beach and Ilwaco. Law Enforcement staff consists of six officers, the Chief, Deputy Chief, and Administrative Assistant. A large addition to this fund is the Drug Task Force, Pacific County was awarded money from the state legislature to fund a drug task force in 2021. Long Beach contributes an officer to the team and the police department is reimbursed for these expenses. This money helps pay for staff and equipment related to fighting the drug trafficking. The mayor was instrumental in securing these funds, which are highly competitive. He is seeking out continued funding from the legislature in 2023. This fund begins 2023 with \$60,531 and ends with \$5,553.



Street Fund

Most revenues generated in this fund come from the property tax split, where 70% goes to the Current Expense fund and the other 30% goes to this fund. The other large revenue source is the Transportation Benefit District tax that was passed by the voters in 2017. This tax is projected to bring in \$120,000 in 2023. In 2022 this money is specifically intended for street maintenance and improvements. This money was used to pave 24th ST NE and some other various small sections. The city did a crack sealing project throughout town with a TIB award of \$100,000 to complete that project. In 2023 the city will also complete the north end improvement project, adding sidewalks and lighting on the east side of the highway from Pioneer to 26th ST NE. TIB also granted the city funding to widen and rehabilitate Ocean Beach Blvd North from Pioneer west to 26th ST NW. In 2022 the city used sinking funds to purchase a new street sweeper. At the end of 2023 there will be a total of \$90,000 in the Streets sinking fund.

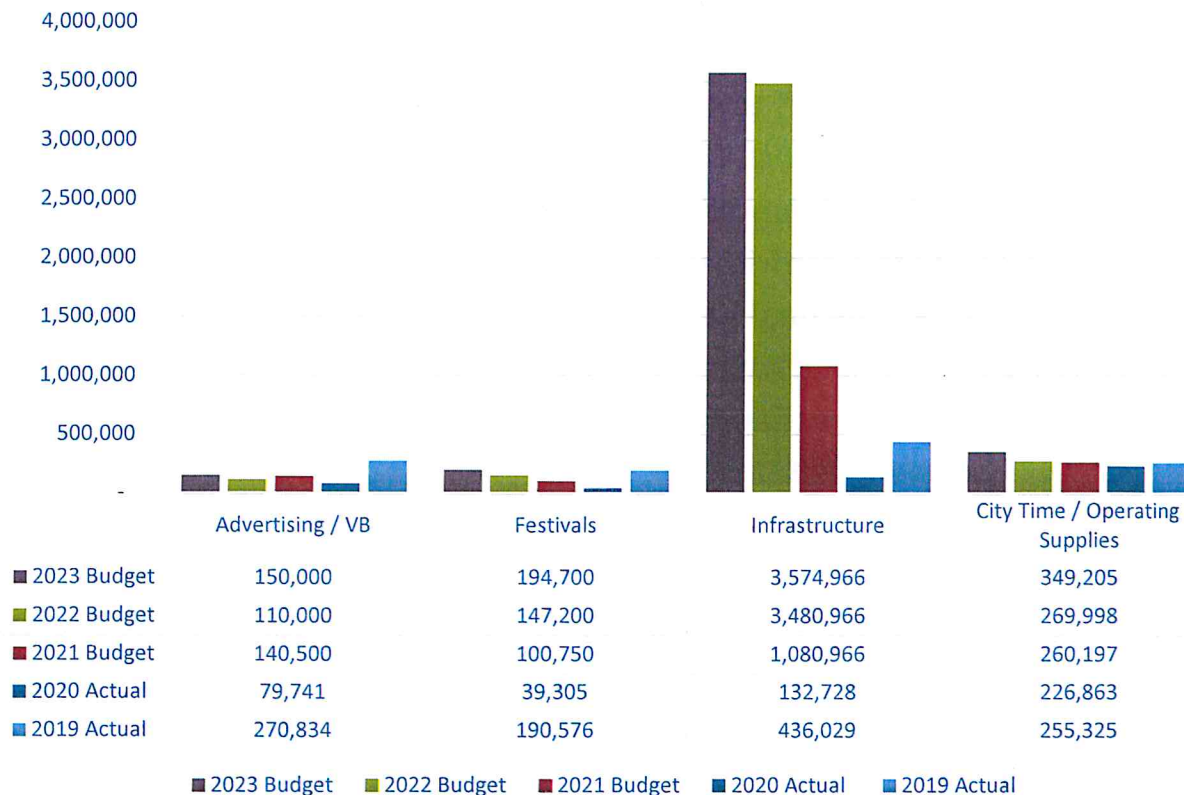
24th ST Northeast – New 6" water line installed and new pavement



Lodging Tax Fund

All the revenues from this fund are generated from overnight lodging taxes and must be spent to encourage future overnight lodging. This fund supports staff costs related to tourism, provides money to help support local festivals, events, and the Pacific County Tourism Bureau. The heavy burden on this fund in 2023 will be the reconstruction of the Boardwalk which will likely cost close to \$3.4 million dollars. The sinking fund for lodging tax will transfer out \$1,000,000 to help with construction costs. The city received a federal economic development grant for \$2.5 million, so local residents' won't have any local taxes in the project.

Spending Breakdown



Capital Improvements Fund

The majority of revenues in this fund are generated from Business and Occupation taxes. This is a 0.2% tax that business owners pay based on their quarterly gross receipts within Long Beach city limits. In 2023, money from this fund will help improve some capital facilities throughout the city, contribute to the north end street improvements, Fish Alley improvements and a dump truck. This fund also supports the local farmer's market and helps pay off the loan for the Stanley Field improvements.

Water Fund

The majority of the revenues in this fund come from water customers with current services as well as new installs. The rates support this fund and all that it is able to do, including salaries, benefits, operating supplies, equipment, and water related capital expenditures. The city is in the midst of installing remote read meters; cutting down substantially on the manpower that it takes to read meters manually. To date the city has placed 1,260 meters accounting for half of the system. This project began

in 2017 and is one of the largest budget items again in 2023. The large focus of the water fund in 2023 will be catching up on some equipment and maintenance purchases. The city was awarded a \$1.8 million dollar loan from PWTF to replace the water lines in Seaview from 51st to 42nd place and on Ocean Beach Blvd North from Pioneer Road West to 26th ST NW. The rates for 2023 will include a 4% increase from 2022, putting the water minimum charge at \$40.80 per month. The beginning fund balance is \$388,474, with a contribution to the Water Sinking Fund of \$100,000, leaving an estimated ending fund balance of \$237,913 for 2023. The Sinking Fund is in place to hold a reserve to purchase capital expenditures and replace equipment as identified in the water comprehensive plan. After 2023's contribution, the Water Sinking Fund will be sitting at \$530,000.

Wastewater Fund

Like the Water Fund, most of the revenue in the Wastewater Fund is generated with the rates. The rates support this fund and all that it is able to do, including salaries, benefits, operating supplies, equipment, and wastewater-related capital expenditures. The city is planning to replace the McDonald's lift station which is long overdue and will cost an estimated \$450,000. The city received a \$1,000,000 grant from CDBG to upgrade liftstations three and four and also submitted a Congressional Direct Spending bill for another \$1,670,000 to upgrade liftstations one, two and five. This large project is in the 2023 wastewater budget and something that desperately needs to be accomplished. In 2022 the wastewater comprehensive plan was completed and adopted. This is required by the Department of Ecology and will help the city analyze utility rates, connection charges and future capital purchases.

The rates for 2023 include a 4% increase from 2022, setting the wastewater minimum charge at \$78.94 per month. The beginning fund balance of \$655,518 with no reserve contribution, leaves an estimated ending fund balance of \$228,524 for 2023. The Sinking Fund is in place to hold a reserve to purchase capital expenditures and replace equipment as identified in the wastewater comprehensive plan. The Wastewater Sinking Fund is sitting at a balance of \$310,000.

Stormwater Fund

This fund is also supported by the rates and connection fees. This fund is much smaller in comparison to Water and Wastewater. Some projects in 2023 include installing new culverts and catch basins between 16th and 18th ST N and Oregon and also upgrading the 3rd ST pumpstation building. The pump replacement and improvements made to the drainage on Sid Snyder Drive were 95% paid for through the public assistance program at FEMA. Being the recipient of these grants allows the city to keep rates lower to the taxpayers as some of the capital projects are being funded through other avenues. The rate increase for this fund is 0% leaving the rate at \$14.36 per month. The beginning fund balance is \$150,898 leaving an estimated ending fund balance of \$150,032 for 2023. The sinking fund balance at the end of 2023 will be \$120,000. The Sinking Fund is in place to hold a reserve to purchase capital expenditures and replace equipment as identified in the stormwater comprehensive plan.

We look forward to another great year in 2023. As always, feel free to contact City Hall with any questions.

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